

Web Content Managers Online Toolkit

Webcontent.gov

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About Webcontent.gov

- “One-stop” web portal for government web managers
- Serves the public by improving all government websites
- Helps agencies meet federal requirements
- Showcases common and “best” practices
- Highlights news and events
- Provides answers to common challenges
- Managed by inter-agency Web Content Working Group

How Can I Access It?

www.webcontent.gov

Future Plans

- Toolkit Organized Around Primary Topics:
 - Federal Requirements, Policies & Guidance
 - Launching a Website
 - Developing & Managing Content
 - Design & Usability
 - Marketing Your Website
 - Evaluating Your Website
 - Management & Governance
 - Using Technology

Future Plans (2)

- Expanded Features:
 - Calendar
 - Agency contacts / Subject matter experts Directory
 - Best Practices
 - Job Board
 - Videoclips of experienced web managers
 - Self-assessment guides and checklists
 - Surveys
 - Sample design templates

Web Content Managers Toolkit

A Practical Guide for Managing U.S. Government Websites

Search

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Launching

Managing

Complying

Improving

Learning & Sharing

About Us

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SPOTLIGHT:

Check out the new look of Plainlanguage.gov, www.your.gov primary resource on writing for the Web. It has writing examples, training opportunities, and much more.

Popular Topics: [Privacy & Cookies](#), [Content Management Systems](#), [Advertising](#)

> [Launching Your Website](#)

Startup Checklist
Knowing Your Audience
Content Inventory
Naming, Branding and Sponsorship

> [Requirements & Guidelines](#)

Federal Laws and Regulations
OMB Policies
Implementing the OMB Policies
Policies and Procedures for Your Agency

> [Learning and Sharing](#)

Best Practices & Case Studies
Networks and Groups
Government-wide Initiatives

Last Reviewed: April 18, 2005

Web Manager Community

- > [ListServes](#)
- > [Contacts Directory](#)
- > [Message Board](#)
- > [Monthly Polls and Surveys](#)
- > [Training and Tutorials](#)

News & Updates | Archive

- > [Monthly managers meeting July 16](#)
- > [FREE April 27 workshop in Washington, D.C. Register Today!](#)
- > [Marketing survey due Aug. 31](#)
- > [New government-wide metadata pilot](#)

Resources & Tools

- > [Library & Glossary](#)
- > [Design Templates](#)
- > [Checklists & Self-Assessments](#)

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A Practical Guide for Managing U.S. Government Websites

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Management & Governance

Federal Requirements

Managing Content

Design & Usability

Measuring Performance

Marketing

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SPOTLIGHT:

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Popular Topics: [Metadata](#), [Content Management Systems](#), [Foreign Language Websites](#)

➤ [Launching a Website](#)

- Startup Checklist
- Knowing Your Audience
- Content Inventory
- Naming, Branding and Sponsorship

➤ [Management & Governance](#)

- What is Web Governance?
- Sample Governance Models
- Developing Policies & Procedures
- Hiring, Staffing & Training

➤ [Federal Requirements & Guidelines](#)

- Federal Laws and Regulations
- OMB Policies
- Implementing the OMB Policies

➤ [Marketing Your Website](#)

- Developing a Marketing Plan
- Marketing Strategies

➤ [Best Practices](#)

- ...in the Federal Government
- ...in State & Local Government
- ...from Other Countries

➤ [Managing Content](#)

- Writing for the Web
- Keeping Content Current
- Managing External Links
- Archiving Content / Web Records
- Managing Specific Types of Websites

➤ [Design & Usability](#)

- Organizing & Categorizing Content
- Design Principles & Techniques
- Accessibility / Section 508

➤ [Measuring Performance](#)

- Developing a Performance Framework
- Types of Performance Measures
- Making Changes to Your Site

➤ [Using Technology](#)

- Search Engines
- Content Management Systems
- Other Web Technology
- Products Agencies Are Using

➤ [Web Manager Community](#)

- [Networks & Groups](#)
- [Join the Listserv](#)
- [Contacts Directory](#)
- [Message Board](#)
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See the [Calendar](#) for more events

➤ [Resources & Tools](#)

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Measuring Performance

What is Measuring Website Performance?

Measuring Website performance – sometimes also referred to as “web metrics” -- are data about the online experience. Agencies gather this data from their web servers, surveys, testing and other research. But it's still just data. In order to make decisions based on the data, agencies must define objectives for their web efforts. [Read more](#)

The Importance of Measuring Performance

One reason to measure your website's performance, but certainly not the only, is that agencies are required under the Government Performance and Results Act to prepare annual performance plans covering each activity in the agency's budget, such as an agency's web efforts.....

How To Develop a Performance Measurement Framework

Measuring the performance of your website is more than just collecting data. You need to establish a framework for collecting the data, analyzing it, making improvements based on the data, and then evaluating the results of those changes.....

[Sample Web Metrics Framework](#)

First: Know Your Audience

One measure of success is being sure you know who your audience is and what they need.

[Research and Statistics about Internet Use and Demographics](#)
[Focus Groups](#)
[Personas](#)

Types of Performance Measures

There are many ways to evaluate the success of your website. Here are the most common.

[Log analysis and measuring visitor traffic](#)
[Customer feedback and surveys](#)
[Analyzing Search data](#)
[Usability Testing](#)
[Site Performance and Management](#)

Connecting Web Performance to Your Agency's Mission

An agency may develop a performance measurement framework for collecting and using web metrics to support their agencies' specific missions.

- [Economic Research Service's Approach to Online Performance Measurement](#)
- [Performance Measures for Federal Agency Web Sites, Final Report](#)

Related Topics

- > [Web Manager Survey Results: Measuring Performance](#)
- > [Best Practices & Case Studies](#)
- > [Ensuring Information Quality](#)
- > [Paperwork Reduction Act](#)
- > [Products & Service that Agencies are Using to Measure Performance](#)

How Can I Contribute?

- Good examples, case studies and best practices
- Suggestions for additional guidance and strategies
- Calendar items
- Job vacancies
- Agency web policies and operating procedures
- Research, studies, usability test results, etc.
- Lessons learned in managing specific types of websites

Questions?

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